

Message Text

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PAGE 01 BUCAR 04530 101500Z

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FM AMEMBASSY BUCHAREST

TO USIA WASHDC

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UNCLAS BUCHAREST 4530

USIA FOR IEE, IOP

E.O. 11652: N/A

TAGS: SCUL, RO

SUBJ: ROMANIAN MEDIA COVERAGE FOR 12/8 AND 12/9 OF
CEAUSESCU VISIT TO U.S.

REF: BUCHAREST 4516

1. TV COVERAGE OF THE CEAUSESCU VISIT CONCLUDED WITH A 45-MINUTE FILM AT 2000 HOURS DECEMBER 9. FILM, COMPOSED OF SEGMENTS FROM FIVE FILMS BROADCAST EARLIER IN WEEK AND SOME FOOTAGE NOT PREVIOUSLY SHOWN, GAVE EXCELLENT ACCOUNT OF FULL TRIP FROM DECEMBER 2 DEPARTURE TO DECEMBER 8 ARRIVAL BACK IN BUCHAREST. ALL ASPECTS OF FILM OF EXCELLENT QUALITY, WITH SEGMENTS ON CLEVELAND VISIT PARTICULARLY GOOD. DUE TO PRIME-TIME SHOWING, AND SUBSTANTIAL PUBLICITY FOR FILM IN ALL MEDIA, TV OFFICIALS ESTIMATE AUDIENCE TO BE POSSIBLY AS HIGH AS EIGHT AN ONEHALF MILLION.

2. SATURDAY, DECEMBER 8, TV NEWS (1930) FEATURED 10-MINUTE FILM ON LAST DAY OF CEAUSESCU VISIT, WITH FOOTAGE OF HARTFORD AND NEW YORK ACTIVITIES.

3. SCINTEIA DEVOTED 378 COLUMN INCHES TO TRIP IN DECEMBER 8 EDITION, INCLUDING SEVEN PHOTOS. PICTURES OF PRESIDENT
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PAGE 02 BUCAR 04530 101500Z

AND MRS. CEAUSESCU IN CLEVELAND SHOW THEM VERY RELAXED AND OUTGOING. ROMANIAN LEADERS SEEN SMILING AND WAVING TO CHEERING THROGS, AND ACCOMPANYING TEXT AND HEADLINES EMPHASIZED POSITIVE RECEPTION ACCORDED PARTY THERE.

4. DECEMBER 9 SCINTEIA GAVE 274 COLUMN INCHES TO CEAUSESCU TRIP ON DAY AFTER HIS RETURN TO ROMANIA, WITH FIVE PHOTOS SPACED THROUGHOUT FIRST AND THIRD PAGES. NOTABLE WAS FRONT-PAGE ARTICLE ENTITLED "A REMARKABLE CONTRIBUTION TO THE IMPLEMENTATION OF A NEW POLICY, OF EQUALITY AND RESPECT, IN INTERNATIONAL LIFE," IN WHICH FIRST "ANALYSIS" OF TRIP IS PRESENTED. TERMS USED ARE VERY FAVORABLE, AND TRIP IS DESCRIBED AS HAVING "SPECIAL" MEANING FOR ROMANIAN FOREIGN POLICY.

5. ROMANIA LIBERA MIRRORED SCINTEIA COVERAGE ON DECEMBER 8 AND 9, DEVOTING 426 COLUMN INCHES AND FIVE PHOTOS TO THE SUBJECT ON THE 8TH, AND 265 INCHES AND THREE PHOTOS THE NEXT DAY. NOTABLE ON THE 9TH WAS FRONT-PAGE ARTICLE ENTITLED "A DECLARATION WITH PROFOUND SIGNIFICANCE." THE ARTICLE, SIGNED BY AUREL BANANGA, NOTED ROMANIAN PLAYWRIGHT AND POLITICAL ACTIVIST, TERMS THE STATEMENT OF PRINCIPLES SIGNED BY THE TWO PRESIDENTS AN "EXPRESSION OF GREAT HUMANISM," AND SEES IT AS A CONFIRMATION OF THE WISDOM OF ROMANIAN FOREIGN POLICY.

6. ROMANIAN RADIO ANNOUNCED HOURLY ON DECEMBER 8 THE RETURN OF CEAUSESCU TO ROMANIA, CALLING HIS VISIT TO THE U.S. A "GREAT SUCCESS." THERE WERE NO LENGTHY SPOTS DEVOTED TO THE VISIT AS THERE HAD BEEN IN PREVIOUS DAYS.

7. EXTENSIVE DAY-BY-DAY COVERAGE IN ROMANIAN MEDIA OF THE CEAUSESCU VISIT TO THE U.S. ENDED DECEMBER 9. POST WILL SUBMIT A SUMMARY ANALYSIS OF THIS COVERAGE VIA AIRGRAM ASAP. BRAMANTE

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NNN

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